



Caravan Industry Association of Australia

BEGINS--

FOR IMMEDIATE RELEASE

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Aussies Break Caravanning and Camping Records

The latest visitor numbers released by Tourism Research Australia once again show unprecedented growth in caravan and camping holidays taken by Australians. The year ending September 2016 recorded the highest overall visitor nights and record annual growth since data was first collected in 1998, clocking 11.78 million nights and 13% growth on the previous year.

Aussies have always loved this laid back and outdoorsy style of holidaying and now it's the younger generations who are behind the resurgence in popularity. The 30-54 year olds make up 46% of all Australian caravanners and campers, well ahead of the 55 years and over demographic who make up 29% of the market. Millennials, or the 20-29 year group, are also keen caravanners and campers, representing 18% of the market.

The grey nomads have by no means given up their place in caravanning culture though. They still travel for longer periods of time and account for 43% of caravan and camping nights, showing a 19% growth on the previous year. However, the 30-54 year olds aren't too far behind, making up 40% of visitor nights and showing 20% growth on the previous year.

Caravanners and campers are all about pleasure travel, with 81% travelling for the primary purpose of a holiday. While the northern states of Australia enjoyed a larger annual migration of caravanners over the winter months last year, the interesting thing about the record-breaking numbers is that the southern states of Australia also experienced significant growth during the colder months. It seems today's caravanners and campers are keen to experience all of Australia in all of its seasons.

Stuart Lamont of Caravan Industry Association of Australia says, "Australians love the great outdoors and a caravanning and camping holiday offers a huge range of experiences for every kind of traveller, whatever their age and preferred level of luxury. Getting out into regional areas, where 90% of trips occur, also seems to appeal to the adventurous Australian spirit".

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Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information

including requests for comment or imagery, please contact Rachael Morris: Phone 03 9815 2015 or email rachaelm@caravanindustry.com.au

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia. Our organisation's vision is, "To lead and champion a robust, compliant and sustainable caravanning and camping industry", with all operation pillars – marketing; research; lobbying and advocacy; compliance, accreditation and training – working towards this vision.

As the peak national body for the Australian caravanning and camping industry, Caravan Industry Association of Australia represents over 3,500 businesses across the entire supply chain. Many of these industry businesses financially support the organisation by making a voluntary contribution towards a cooperative fund that aims to support the sustainability of the greater industry.

In addition, we communicate regularly with consumers who have an interest in the caravanning and camping lifestyle. We maintain an active database of over 340,000 consumers and support this via social media channels with more than 121,000 participants.



